

### **REMARKS**

Reconsideration of this application is respectfully requested in view of the foregoing amendment and the following remarks.

Claims 1-20 and 22 were pending in this application. Claims 1, 6, 8, 14, 16, 18, and 20 have been amended and claims 2-3, 10-11, and 19 have been cancelled. Accordingly, claims 1, 4-9, 12-18, 20, and 22 will remain pending herein upon entry of this Amendment, of which claims 1, 8, 16, and 20 are independent claims. Support for the amendment to each of the claims can be found, for example, in Figures 1A, 2A, and 2B and at paragraphs [0027]-[0030] and [0033]-[0037] of the present application. For the reasons stated below, Applicants respectfully submit that all claims pending in this application are in condition for allowance.

### **Amendment to Claims 1, 6, 8, 14, 16, 18, and 20**

A search engine results page of the present application is shown, for example, in Figure 2B of the present application. A keyword search request, "The Beatles," is shown at the top of the results page. A link to a media sample on a media framework, "Listen to Clip," and a link to a media product on a on an Internet retailer, "Buy Album," are also shown on the results page. Below these links are sponsored links, "LondonTravel.com and Beatlemania.com," followed by unsponsored links, "www.gossip.com through www.starledger/6-40/updia.com." The sponsored and unsponsored links are the type of links normally seen on a results page of a conventional search engine, like Google™.

A "conventional search engine" is defined in paragraphs [0028-0029] of the present invention. A search engine of the present application produces a results page like that shown in Figure 2B of the present application by searching for a keyword or keywords. In order to find sponsored and unsponsored links, the search engine, like a conventional search engine, searches a first database containing textual information from Websites on the Internet. In order to find links to media samples and media products, the search engine searches a second database containing music-related information from a media framework and an Internet retailer.

In accordance with Figure 2B and paragraphs [0027]-[0030] and [0033]-[0037] of the present application, independent claims 1, 8, 16, and 20 are amended by this Amendment to include searching a first database comprising unsponsored websites for information pertaining to the keyword and searching a second database comprising media server links for music-related information pertaining to the keyword. These claims now recite that the media server links of the second database comprise one or more of a first link to an identified media sample on a media framework and a second link to a media product on an Internet retailer and that the media product comprises the identified media sample.

These claims further include conditions for placing links on the results page of the search engine. If the keyword matches information pertaining to an unsponsored website that is in the first database, the search engine places a third link to the unsponsored website on a results page. If the keyword matches information pertaining to music-related server links that is in the second database, the search engine places one or more of the first link and the second link on the results

page. The preambles of claims 1, 8, 16, and 20 are also amended to recite "providing media samples within search engine results pages."

Dependent claims 6, 14, and 18 have been amended to reference the Internet retailer of the independent claims from which they depend rather than "a retailer."

#### **Claim Rejections under 35 U.S.C. § 102(e)**

In the December 27, 2005 Office Action claims 1-16, 18-20, and 22 are rejected under 35 U.S.C. §102(e) as being anticipated by Hughes et al. (U.S. Pub. No. 2002/0013826A1). To the extent this ground of rejection might still be applied to claims presently pending in this application, it is respectfully traversed.

Hughes et al. disclose a system for providing digital downloads on the Web pages of an Internet Retailer. The Examiner analogizes the search icon of a Web page of an Internet Retailer described by Hughes et al. (in Figure 6C) to a search engine of the present application. Applicants respectfully submit that a search icon of Web page of an Internet retailer is NOT analogous to the modified conventional search engine of the present application. A search icon of a Web page of an Internet Retailer is typically used to search the pages of the Internet Retailer Website for a keyword or keywords. The modified conventional search engine of the present application is used to search many different Websites on the Internet for a keyword or keywords.

The Examiner also analogizes a list of selections from a CD on a Web page of an Internet Retailer described by Hughes et al. (in Figure 6C, 124) to the search results of a search engine of the present application. Applicants respectfully submit that a list of selections from a CD on a Web page of an Internet Retailer is NOT analogous to search results of a modified conventional

search engine of the present application. The list of selections from a CD on a Web page of an Internet Retailer is more likely to come from a relational database that stores the selections of each CD with a CD identifier than from an indexed database of a search engine. An indexed database of a search engine is created by searching Web pages of more than one Website and storing links to the Web pages of Websites where a match was found.

In any event, Hughes et al. do not disclose a method of searching or displaying search results. Hughes et al., therefore, do not teach or suggest searching a first database comprising unsponsored websites for information pertaining to the keyword and searching a second database comprising media server links for music-related information pertaining to the keyword. Hughes et al. do not teach that the media server links of the second database comprise one or more of a first link to an identified media sample on a media framework and a second link to a media product on an Internet retailer and that the media product comprises the identified media sample. Also, Hughes et al. do not teach if the keyword matches information pertaining to an unsponsored website that is in the first database the search engine places a third link to the unsponsored website on a results page and if the keyword matches information pertaining to music-related server links that is in the second database the search engine places one or more of the first link and the second link on the results page. Since Hughes et al. do not disclose or suggest all of the elements of amended claims 1, 8, 16, and 20, claims 1, 8, 16, and 20 are allowable.

Furthermore, amended independent claims 16 and 20 are systems for providing media samples within search engine results pages including a plurality of internet-connected consumer

devices, a search engine, a media framework, and an Internet retailer. As shown in Figure 5, and as described paragraphs [0048]-[0049] of Hughes et al., Hughes et al. describe a system where a consumer accesses a first presence, which is a server of an Internet retailer, and a second presence, which is a server from which digital data can be downloaded. Hughes et al. do not teach accessing a separate search engine server. Hughes et al., therefore, do not teach or suggest a system for providing media samples within search engine results pages including a plurality of internet-connected consumer devices, a search engine, a media framework, and an Internet retailer. Since Hughes et al. do not disclose or suggest all of the elements of amended claims 16 and 20, claims 16 and 20 are allowable.

Dependent claims 4-7, 9, 12-15, 18, and 22 are allowable because the claims from which they depend are allowable.

#### **Claim Rejections under 35 U.S.C. § 103(a)**

Claim 17 is rejected under 35 U.S.C. §103(a) as being anticipated by Hughes et al. in view of Hurtado et al. (U.S. Patent No. 6,611,812 B2). To the extent this ground of rejection might still be applied to claims presently pending in this application, it is respectfully traversed.

Independent claim 16 has been amended. For at least the reasons mentioned above, amended claim 16 is allowable.

Dependent claim 17 is allowable because independent claim 16, from which it depends, is allowable.

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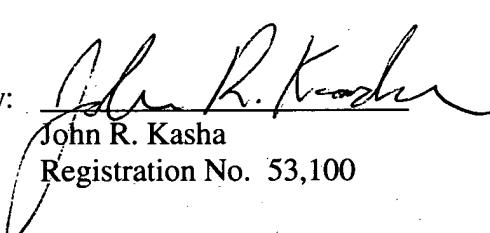
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In view of the foregoing all of the claims in this case are believed to be in condition for allowance. Should the Examiner have any questions or determine that any further action is desirable to place this application in even better condition for issue, the Examiner is encouraged to telephone applicants' undersigned representative at the number listed below.

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